GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

UNSTARRED QUESTION NO:951
ANSWERED ON:29.04.2016
Television Audience Measurement
Rathwa Shri Ramsinh Patalyabhai

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether more than 60 per cent of TV viewership in India is at rural level, if so, the details thereof;

(b) whether the present Television Audience Measurement (TAM) ratings reflects this ratio, if so, the details thereof;

(c) whether Doordarshan is using TAM data towards solicitation of advertising support and if so, the details thereof along with the manner in which TAM ratings have been found reliable and its ranking process transparent;

(d) whether Doordarshan as a public service broadcaster generates revenue through advertisements to supplement Government's budgetary support; and

(e) if so, the details thereof ?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING {COL RAJYAVARDHAN RATHORE (Retd.)}

(a) As per Census 2011, there are nearly 116.5 million TV households in India out of which around 55.95 million are rural households.
(b) & (c) Doordarshan since May, 2015 is not using TAM data but it is using Broadcast Audience Research Council viewership data, whose network is more representative.
(d) & (e) The details of the Revenue earnings of Doordarshan are as under:-

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Financial Year Gross Revenue
(Rs. in Crore)
2012-13 1298.16
2013-14 1295.96
2014-15 1124.43
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